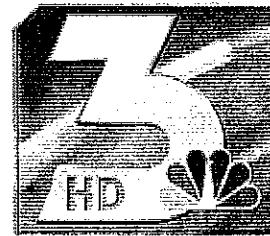


## ORDER

Orders	Order / Rev:	107430	Primary AE:	
	Alt Order #:	06860849	Sales Office:	
	Product Desc:	PAT MAJORITY USA	Sales Region:	
	Estimate:	1966		
	Flight Dates:	10/04/12 - 10/12/12		
	Original Date / Rev:	10/03/12 / 10/08/12		
	Order Type:	GENERAL		



KSNV

Agency	Name:	Waterfront Strategies	Billing Type:	Cash
	Buying Contact:			
	Billing Contact:			
		1010 Wisconsin Ave. NW		
		Washington, DC 20007		

Advertiser	Name:	Patriot Majority - Revved	New Business Thru:	
	Demographic:	A35+		
	Product Codes:	PLI1	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Revenue Codes:	POLITICAL/AGY, PISSED, GEN	Agency External ID:	

## Bill Plan

Start Date	End Date	# Spots	Totals				
			Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/12/12	59	\$93,050.00	59	\$93,050.00	\$79,092.50	0.00
			Totals	59	\$93,050.00	\$79,092.50	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	27%	\$93,050.00
Market	100%	\$344,629.63

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$103,388.89
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	22%	\$75,810.52
KTUD	1%	\$3,446.30
KVUU	15%	\$51,694.44
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$17,231.48

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/06/12	10/06/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$900.00	1	0.00	NM	1	\$900.00
SATURDAY TODAY															
		Start Date	End Date	Weekdays		Spots/Week			Rate		Rating				
		Week: 10/01/12	10/07/12	-----S-		1			\$900.00		0.00				

Order / Rev: 107430  
 Alt Order #: 06860849  
 Flight Dates: 10/04/12 - 10/12/12

Advertiser: Patriot Majority  
 Product Desc: PAT MAJORITY USA  
 Estimate: 1966

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/06/12	10/06/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$900.001	0.00	NM		1	\$900.00
<b>SATURDAY TODAY</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 -----S- 1 \$900.00 0.00															
E 2	KSNV	10/04/12	10/10/12	Today Show	CM	658a-9am	MTWTF--	:30	8	\$1,900.001	0.00	NM		8	\$15,200.00
<b>TODAY SHOW</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/04/12 10/10/12 MTWTF-- 8 \$1,900.00 0.00															
E 3	KSNV	10/04/12	10/10/12	Noon News	CM	12-1230pm	MTWTF--	:30	2	\$500.001	0.00	NM		2	\$1,000.00
<b>NEWS 3 AT NOON</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/04/12 10/10/12 MTWTF-- 2 \$500.00 0.00															
E 4	KSNV	10/04/12	10/10/12	The Agenda 1230pm	CM	1230-1p	MTWTF--	:30	3	\$325.001	0.00	NM		3	\$975.00
<b>NEWS 4: THE AGENDA</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/04/12 10/10/12 MTWTF-- 3 \$325.00 0.00															
E 5	KSNV	10/06/12	10/07/12	News 3 Today Wknd	CM	9a-930am	-----SS	:30	1	\$750.001	0.00	NM		1	\$750.00
<b>NEWS 3 TODAY/WKEND</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 -----SS 1 \$750.00 0.00															
E 6	KSNV	10/04/12	10/10/12	Rachael Ray	CM	11am-12pm	MTWTF--	:30	3	\$500.001	0.00	NM		3	\$1,500.00
<b>RACHEL RAY</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/04/12 10/10/12 MTWTF-- 3 \$500.00 0.00															
E 7	KSNV	10/04/12	10/10/12	The Doctors	CM	2pm-3pm	MTWTF--	:30	3	\$325.001	0.00	NM		3	\$975.00
<b>THE DOCTORS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/04/12 10/10/12 MTWTF-- 3 \$325.00 0.00															
E 8	KSNV	10/04/12	10/10/12	Dr. Phil	CM	3-4p	MTWTF--	:30	3	\$600.001	0.00	NM		3	\$1,800.00
<b>DR. PHIL</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/04/12 10/10/12 MTWTF-- 3 \$600.00 0.00															
E 9	KSNV	10/04/12	10/10/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	MTWTF--	:30	2	\$900.001	0.00	NM		2	\$1,800.00
<b>FIRST NEWS 3 AT FOUR</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/04/12 10/10/12 MTWTF-- 2 \$900.00 0.00															
E 10	KSNV	10/04/12	10/10/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm	MTWTF--	:30	2	\$900.001	0.00	NM		2	\$1,800.00
<b>NEWS 4 AT 430P</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/04/12 10/10/12 MTWTF-- 2 \$900.00 0.00															
E 11	KSNV	10/04/12	10/10/12	M-F Early News	CM	5-630p	MTWTF--	:30	5	\$1,800.001	0.00	NM		5	\$9,000.00
<b>EARLY NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/04/12 10/10/12 MTWTF-- 5 \$1,800.00 0.00															
E 12	KSNV	10/06/12	10/06/12	Jeopardy in PRIME	CM	M-SA 8-11p / SUN-----S-	:30	1	\$525.001	0.00	NM		1	\$525.00	
<b>JEOPARDY/WHEEL OF FORTUNE</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 -----S- 1 \$525.00 0.00															
E 13	KSNV	10/04/12	10/10/12		CM	630-730pm	MTWTF--	:30	5	\$1,700.001	0.00	NM		5	\$8,500.00

Order / Rev: 107430  
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**KSNV**

Order / Rev: 107430  
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Advertiser: Patriot Majority  
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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
EARLY NEWS															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 ----F-- 1 \$1,800.00 0.00															
E 26	KSNV	10/11/12	10/12/12	M-F Jeop/Wheel	CM	630-730pm	-----F--	:30	1	\$1,700.001	0.00	NM		1	\$1,700.00
M-F Jeopardy/Wheel of Fortune															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 ----F-- 1 \$1,700.00 0.00															
E 27	KSNV	10/11/12	10/12/12	M-F News 3 at Eleven	CM	11pm-1135pm	---TF--	:30	1	\$1,400.001	0.00	NM		1	\$1,400.00
M-F News 3 at Eleven															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 ---TF-- 1 \$1,400.00 0.00															
N 28	KSNV	10/09/12	10/09/12	Tues PR 9-10p	CM	9-10p	-T-----	:30	1	\$5,200.001	0.00	NM		1	\$5,200.00
Tuesday Prime 9-10p															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 -T----- 1 \$5,200.00 0.00															
N 29	KSNV	10/11/12	10/12/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	----TF--	:30	1	\$2,150.001	0.00	NM		1	\$2,150.00
4PM NEWS (1 hour)															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/08/12 10/14/12 ---TF-- 1 \$2,150.00 0.00															
													Totals	59	\$93,050.00